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Present Scenario of Scio Economic and Cultural Development in Coastal Tourism in
Tamilnadu-A Study

Abstract: In this article, different perspectives of tourism along Tamil Nadu coast are presented. The study is restricted only to the 12 important seashore tourist places in tamilnadu coastal tourist places. Mainly Touristinterest, accommodation, transport analysis, economic impacts and suggestions for sustainable development of tourism are discussed. The study is based on exploratory and descriptive methods. Primary data have been collected directly and indirectly from the respondents by mixing structured questionnaire. During the period from Oct 2018 to Dec 2018, 134 questionnaires were received from the foreign as well as domestic tourists who visited different important centres likeChennai, Mamallapuram, Pichavaram, Poompuhar, Tarangambadi, Nagore, Velankanni,kanniyakumari..Need of the coastal region of Tamilnalndu the untouched areas are identified and developed into tourist spots and necessities are made for developing infrastructure facilities

Keywords: Coastal Tourism, Domestic Tourists, Foreign Tourists, Accommodation, Transport,

Introduction: Tourism in Tamil Nadu

Tamil Nadu is a State with different tourist attractions. It has mountains, fertile vegetation, sandy beaches, enormous monuments, endless temples, marvellous wildlife, glitteringb, statuaries and reverberating rural life. Many steps are being taken to sustain the Top position in tourist arrivals in the ensuing years.

Table -1 Tourist arrival in Tamilnadu

Year	Domestic	Foreign	Total
2012	1841.37	35.62	1876.99
2013	2442.32	39.90	2482.22
2014	3275.55	46.58	3322.13
2015	3334.59	46.85	3381.44
2016	3438.12	47.21	3485.33
2017	3450.61	48.60	3499.21

The above table shows that Tamil Nadu attracted many of the foreign tourists. During the years 2012-2017 the domestic and foreign tourist arrivals in Tamil Nadu increased considerably. In such a situation, the economy of Tamil Nadu also increased in different ways.

Area of the Study

The main study areas in 13 coastal districts share coast of Tamil Nadu. The length of coastal area is 1056 Kms. Based on shape and physical form of the coastline. The study area is between Pazhaverkadu (Pulicat) in the north and kanniyakumari in the south. But the study is restricted only to the 12 important seashore tourist places viz. Pazhaverkadu, Chennai, Mamallapuram, Pichavaram, Poompuhar, Tarahgambadi, Nagore, Velankanni, Kodyakkarai, Rameswaram, Tiruchendur, Kanniyakumari as the unit of the present study. The researcher travelled to the maximum possible extent to different tourist centres in the coastal region of

Tamil Nadu and collected the primary sources from observation and conversations and discussions with the tourists. As the study is descriptive and exploratory in character, no wide statistical techniques have been employed for analysing the data. The study is also limited to a sample size of 100 tourists consisting of 25 foreign tourists, 75 domestic tourists in Tamil Nadu.

Importance of the Study

These are the days almost all the countries in the world vie with one another to develop tourism and thereby lure foreign tourists so that they can fill up the coffers of their treasury with foreign exchange. Therefore the more the tourists the more the foreign exchange we can hope for. As this is the case, India should lose no effort to develop tourism. Tourism is an important activity because of its direct effect on social, cultural, education and economics sectors.

Objectives of the Study

The coastal region of Tamil Nadu has a multiplicity of tourist potentials and many areas have been identified for developing new tourist centres. This study covers historical, religious and cultural importance. The main objectives of the study are to explore the tourism potential in the coastal region of Tamil Nadu

- To observe the opinion and expectation of both domestic and foreign tourists
- To identify the part of accommodation and transport in the promotion of Tourism in the study area
- To study the infrastructure and basic facilities available for the tourists in the above mentioned areas chosen for research
- To study the marketing approach and promotion of tourism in the study area
- To identify the problems faced by the tourists in the study area
- To suggest ways and means as to how to improve upon the present condition by removing the difficulties experienced by the tourists

Methodology

The study is based on exploratory and descriptive methods. Primary data have been collected directly and indirectly from the respondents by mixing structured questionnaire. The scholar visited all important tourist places in the study area and interviewed the foreign as well as the domestic tourists and got in touch with the first-hand information on their suggestions.. During the period from Oct 2018 to Dec 2018, 134 questionnaires were received from the foreign as well as domestic tourists who visited different important centres like Chennai, Mamallapuram, Pichavaram, Poompuhar, Tarangambadi, Nagore, Velankanni, kanniyakumari. Out of 134, the samples of 25 foreign tourists and 75 domestic tourists were selected randomly for analysis and discussion.

NATURE OF COASTAL TOURIST PLACE IN TAMILNADU

Pazhaverkadu (Pulicat)

Pazhaverkadu, also called Pulicat is one of the most attractive places in the northern part of coastal Tamil Nadu. It lies about 56 km north of Chennai city. It close to Pulicat village, at its southern end, the lake opens into the Bay of Bengal, through a narrow artificial mouth. The bird's sanctuary at Pulicat Lake is the only biological reserve in Thiruvallur district. The area of the lake is 153.67 sq.km. Travelling birds from various countries flock here every year between December and February. The most spectacular are the flamingoes and ducks. Flocks of sea gulls circling in the sky and bobbing up and down on the water are an added attraction at Pazhaverkadu.

Chennai (Madras)

Chennai, the gateway to Southern India, is one of the oldest cities of the country and still maintains the very best of Indian traditions. The city has a lot of tourism potentials. People in Chennai are deep rooted in their cultural and traditions, even though modernity has its own

impact Chennai the fourth largest city in India is airy, spacious with verdant green patches and beaches.

Mamallapuram

This tourist resort is situated 60 km south of Chennai. Built in the 7th Century, this ancient Pallava Port is today the site of several antique sculptural marvels. The town was earlier called Mahabalipuram but was later renamed as Mamallapuram. The pallavas have created many marvellous monuments with sculptural panels, caves, monolithic Rathas and Temples. The Pallavas art at this place emphasizes robust earthly beauty, imbued with life. These monumental splendours and sunny beach resorts attract tourists.

Pichavaram

It is 16 km east of Chidambaram. Pichavaram ranks among the most beautiful scenic spot with abundant and varied tourism resources. The backwaters which are inter connected by the Vellar and Coleroon system offer abundant scope for water sports - rowing, Kayak and canoeing. The mangrove forest trees normally rooted in a few feet of water. The Pichavaram mangroves are considered among the strongest mangroves occurrence in the world. Pichavaram consists of a number of islands interspersing a huge expanse of water covering with green trees.

Poompuhar

It is 40 km south of Chidambaram. The Tamil Nadu Government had taken steps to reproduce the glory thus submerged ancient town on the basis of historical evidences and literary references. In 1973, the then Hon'ble Chief Minister of Tamil Nadu gave crystal form to the lost town by reproducing it on the basis of literary evidences. Several symbolic monuments were raised. A beautiful seven tiered building of great sculptural value has been built at Silappathikara Art Gallery. The first storey is 12 feet height and each storey about

it has a height of 5 feet. The top most part has Kalasams of 8 feet high. The total height of Art gallery 50 feet.

Tarangambadi (Tranquebar)

It is situated about 26 km south of Mayiladuthurai on the east coastal line of the Bay of Bengal. The Danish architecture is the main attraction of Tarangambadi. The Danish Fort built in 1620 exhibits Danish architecture. The Fort is now under the control of Tamil Tourism Development Department. Nadu Archaeological Department, houses an archaeological Museum.

Nagore

It is situated about 13 km south of Karaikal. Nagore is a pilgrim town, has the Dargah of saint Hazrat Meeran Sultan Syed Shahabul Hameed (Hazrat Mian). Almost five hundred years ago, a son was born in a devout Muslim family in a village in the Central provinces (Madhya Pradesh). He was named Abdul Khader with the lust for the grace of Allah. He wandered with his followers far and wide. He came to Tamil Nadu after visiting different places like Keelakkarai preaching the doctrines of love, service and devotion to the Almighty. The Dargah is an object of Great Veneration, not only for Muslims but also for people of other religions.

Velankanni

It is situated 13 km south of Nagapattinam. Velankanni is one of the most visited pilgrim centres in south India. Recognising the importance of this town, the Pope from the Vatican city has declared Velankanni as a Holy city. This Roman Catholic Church has an extended Basilica which has two floors, where one can find a statue of Jesus Christ.. Pilgrims mostly catholic Christians from all over India throng this holy place to fulfill their vows seeking holy blessings.

Kodiyakkarai

It is situated 10 km south of Vedaranyam and also called point Calimere. It is an important tourist place and a haven for bird - watchers. It is situated abutting the palk strait. Spread over an area of over 321.17 hectores, this wild life sanctuary boasts of mammals like blue buck, spotted deer, wild boar, semi wild ponies, bonnet macaque, water birds like flamingoes, ibises, herons and spoonbills. Sea turtle, starred tortoise, vipers, marsh and crocodiles are some of the reptiles. Fish, dolphins, dugong, sea lion, sea cow are also occasionally found here. Besides it is where the occurrence of varieties of corals are found. The sanctury includes the saline march immediately beyond Kodiyakkarai which is the tip of the land there is a forest Department's rest house and a light house.

Rameswaram

Temples in India have been playing a significant role in bringing people together and promoting national integration and creating a chord of concord and harmony transcending the territorial barriers. Rameswaram is situated 55 km to the east of Ramanathapuram. The holy town of Rameswaram on the south eastern tip of the Indian Peninsula, contains one of India's most venerated temples distinguished for its carved and pillared corridors. It is a low sandy island separated from the mainland by the Pamban canal. The configuration of the island resembles a conch in shape, significant for the religious man because the conch is an attribute of Vishnu. The climate of Rameswaram is warm, though it is mitigated by the sea breeze. From time immemorial it has been famous for pearl fishing. At present a lot of pilgrims throng Rameswaram more for offering a Sraddha for their ancestors than to worship Lord Shiva in the temple. Rameswaram, where the Ramariathaswamy temple is located, is one such holy place bringing people from all over India. Language is no barrier to the devotees to make the pilgrimage to Rameswaram which is declared as National pilgrim centre.

Tiruchendur

Tiruchendur, meaning a sacred and beautiful is situated 48 km to the south east of Tirunelveli and south of Tuticorin. Another name for Tiruchendur is Thiruchiraliyay. The temple dedicated to Lord Murug'a, the warrior aspect of Muruga is built on a small rock. NakkTrar, a great poet of the Sangam age in his Thirumurugatrupadai sings of his six padaividus, which literally meant barracks or abode. The temple situated here on the shore of the Bay of Bengal. It is one of the sixhouses of Lord Subramanya.

Kanniyakumari

Kanniyakumari is unique in being strategically located at the tip of the southern indian. The memorial is dedicated to Swami Vivekananda the greatest social reformer and saint of modern India. Swami Vivekananda was supposed to have meditated on the rock. The twin sacred rocks in the mid-sea off the coast of Kanniyakumari seem to have been meant only for Swami Vivekananda and the Tamil poet Thiruvalluvar. While one of the two rocks houses an impressive memorial for Swami Vivekananda and the other known as the minor rock is likely to attract world attention as it houses a mammoth statue of Thiruvalluvar. It was built, on the lines of the Statue of Liberty in America by the Government of Tamil Nadu, the statue which measures 133 feet, an architectural marvel since it is being assembled with dressed granite stones.

Environmental Impact on Tourism

An attractive environment certainly attracts more tourists. So the preservation and conservation of these resources are vital. This is a compelling reason for planning and development of environment by concerned governments. The natural areas of the coastal region of Tamil, Nadu are major attractions that bring in tourists there. At Kodiyakkarai, there are hundreds of species of animals and birds. There are number of birds at Pazhaverkadu, Pichavaram, Kodiyakkarai and Muthupet. The tourists want to see the rare varieties of flora and fauna in these areas. The forest officers and the Government of Tamil

Nadu are taking all the protective measures in these areas. Tourist interest in wildlife areas helps in the preservation of natural resources also.

Negative Impacts

In the coastal region of Tamil Nadu, Pazhaverkadu, Pichavaram, Kodiyakkarai, Muthupet and Kurusadai Island are the important gifts of nature and they have wonderful atmosphere. But there is the danger of these beautiful environments getting marred by deforestation activities. About three centuries ago, Pazhaverkadu lake had luxurious mangrove vegetation but today most of it is totally lost, excepting for a few sparse patches of the most resistant species.

The government has started laying East Coast Road for vehicular traffic and going to construct hotels for the tourists. No doubt it would affect the environment as well as habitation of the wild animals. It would also spoil the environment by polluting the coastal region. Increase in travel, results in the use of more and more automobile, ships, trains and aeroplanes. The immediate consequence is Air pollution, Noise pollution, adverse impact on plant life and the recreational value is lost. Due to heavy rush in the seasons the traffic problems arise. The more thenumber of tourists, the more will be the release of garbage, sewage into lakes, rivers and the sea. Further with increased tourist traffic, more cruise ships and ferryboats are used which release oil. This contaminated water brings about hazards to health, aquatic plants and animal life are destroyed.

Tourism has taken over traditional arts and folk arts. Kummi, Oyilattam, Kblattam, Silambaattam, ThappHttam, KazhaiKoothu, Bommalattam (Puppet Show), KaavadiAattam, Karagattam, TheruKoothu, PoikkalKudiraiAattam, Urumiattam, OttanKoothu, Kali Aattam, PuliAattam, MayilAattam, Snake Dance and Villuppattu are the popular folk arts in the coastal regions of Tamil Nadu. The tourists who come from abroad, enjoy these kinds of the programmes. The Tourism Department arranges

programmes for the benefit of foreign as well as domestic tourists at important tourist places like Mamallapuram, Chidambaram, Poompuhar and Kanniyakumari.

Data Analysis and Discussion

Age of the respondents

Age is one of the factors, which influence tourism activity. The participation of the different age groups of people in tourism activity is given in the following table:

Table 2: Distribution by age

Age	Tourists		Total
	Domestic	Foreign	
Up to 20	16	4	20
	(21.0%)	(16.0%)	(20.0%)
21-40	41	15	56
	(55.0%)	(60.0%)	(56.0%)
41-50	8	2	10
	(11.0%)	(8.0%)	(10%)
51 and above	10	4	16
	(13.0%)	(16.0%)	(16.0%)
Total	75	25	100
	(100%)	(100%)	(100%)

The table gives the distribution of total respondents in terms of age. Of the 100 samples, 20 per cent are (16 domestic tourists and 4 foreign tourists) in the age group of up to 20. In the total, the majority of the 56 respondents are in the age group of 21-40, in this category 41 respondents are domestic and 15 are foreign. In the total samples, there are 10 per cent of

respondents in the age group of 41-50, in which 8 numbers are domestic and 2 numbers are foreign. In the category of above 51 there are 10 domestic and 4 foreign respondents in the total samples, out of 100 respondents only 16 per cent of respondents are placed in the category. It is very clear from this discussion that tourists who are domestic or foreign in the age group of 21-40 have taken more interest because that is the age to enjoy as their wish. They don't have much burden about his or her family etc. and they can earn and spent.

Educational Qualifications of the respondents

Education is very important to modern society, it influences the tourism activity. The sample respondents are divided into four categories by qualifications. The first category up to H.S.C. contains 28 domestic and 3 foreign respondents which is 32 per cent in the total. The second category of the graduates forms 28 per cent of the respondents. In this 31 per cent are domestic and 20 per cent are foreign. The third category of post graduate has 20 per cent of the respondents. In this category, domestic tourist is 17 per cent and foreign is 28 per cent. The last category namely of professional is accounted for 20 per cent, in which 15 per cent respondents are domestic and 36 per cent respondents are foreign. It is seen from the table that the maximum number of tourists in India have below HSC. But in foreign countries many of them have attained only graduate degrees. Only a few of them get post graduate degrees because in foreign countries, there are enough job opportunities. Even undergraduate holders in a foreign country can earn more than a doctoral degree candidate in India.

Transportation

Transportation means the transmission of persons or goods from one place to another. The mode of transport for domestic as well as foreign tourists is flight, ship, train, car, bus and some other vehicles. The availability of transport is also the subject matter for tourism. The opinion of tourists regarding means of transport available in coastal area of the Tamilnadu.

The majority of the tourists are happy with the availability of transport in coastal areas. In that sample 30 per cent of the tourists reported as good and 50 percent of the tourist reported as moderate. But 20 percent of the tourists both domestic and foreign category reported as poor. It is understandable that in the modern world, transport sector has developed massively, due to state and private initiatives.

Market conveniences

Market facilities play an important role in increasing and maintaining the satisfaction of the tourists. The shops provide a variety of commodities including consumer goods. Handicrafts made of palm leaves, coconut shells, sea shells and sandal wood are the noticeable commodities in the shops. Apart from these, there are lot of textile shops, sweet stalls, books shops and studios.

It is clear opinion 41 per cent of the tourists stated that the marketing facility is good. But the majority are domestic and foreign tourists say moderate. But only 16 per cent of the tourists stated that the marketing facilities are bad. It is understood from this table that the foreign tourists are very much attracted by Indian commodities and goods.

Problems while visiting in coastal tourist places in Tamilnadu

Every tourist destinations has some basic problems during the visit. The data shows that 39 per cent of the tourists faced various kind of problems, such as non-availability of a purified drinking water, poor canteen facilities, lack of entertainment facilities, less frequency of transport, dirty atmospheres, and nuisance of beggars etc. In the total sample 11 per cent mentioned that there is no purified drinking water and 11 per cent, 7 per cent and 3 per cent mentioned that poor canteen facilities, less frequency of transport and nuisance of beggars respectively. These problems must be solved; it will help in the promotion of tourism business. Government and local bodies should take immediate steps to solve above mentioned problems.

Income of the respondents

Income is the mainspring of the human development. Based on the collected information the sample respondents are classified into 4 categories. The first category is below 1 lakh income, second category is 100001 to 300000, third category is 300001 to 500000 and final category is 500001 to 1000000. It is very clear from this table that the first category is in the dominant position with regard to the number of tourists, in which 67 and 2 are from domestic and foreign respectively. In the second category, 5 domestic tourist and 13 foreign tourists are included. Shockingly few domestic tourist is in the third and fourth categories. It is clearly evident that Indians are not able to reach the higher income.

Table 3: Favorite Touristplaces in coastal Tamil Nadu

Tourist place	Tourists		
	Domestic75	Foreign25	Total100
Pazhaverkadu	13 (17.0%)	1 (4.0%)	14 (14.0%)
Chennai	53 (71.0%)	20 (80.0%)	73 (73.0%)
Mamallapuaram	60 (80.0%)	22 (88.0%)	82 (82.0%)
Pitchavaram	13 (17.0%)	6 (24.0%)	19 (19.0%)
Poompuhar	32 (43.0%)	- (0.0%)	32 (32.0%)
Tarangampadi	42	15	57

	(56.0%)	(60.0%)	(57.0%)
Nagore	13 (17.0%)	- (0.0%)	13 (13.0%)
Velankanni	66 (88.0%)	13 (52.0%)	79 (79.0%)
Kodiyakarai	6 (8.0%)	- (0.0%)	6 (6.0%)
Rameswaram	56 (75.0%)	5 (20.0%)	61 (61.0%)
Tiruchendur	32 (43.0%)	- (0.0%)	32 (75.0%)
kanniyakumari	70 (93.0%)	18 (64.0%)	88 (88.0%)

(The Percentage Column will not add up to 100 because multiple ticking was allowed in this questionnaire)

CONCLUSIONS

- Majority of the foreign tourists completed undergraduate degree, but the degrees are not the same between domestic and foreign tourists.
- Employees who are working in the private companies are participating in tour in large number.
- Among the total tourists large income groups are foreign tourists.
- Majority of the tourists both domestic and foreign countries state that they are going tour for less than 3 times in every year.

- Large number of tourists in domestic and foreign countries like to go on tour in mahapallipuram.
 - Absence of rail link to many coastal tourist places.
 - Non - availability of train booking.
 - Most of tourist place absence of alternative road links.
 - Insufficient Air travel facilities.
 - Lack of tourist guides.
 - Inadequacy of Tourism Department staff.
 - Under developed pilgrim tourism.
 - Many places are poor publicity.
 - Most of the places are absence of entertainment facilities.
 - Beggar nuisance.
 - Some places collect high entry fees.
 - After 2004 tourists fear of Tsunami.

Suggestions and Recommendations

The seashore areas are not maintained neatly. The Government of Tamil Nadu should take necessary steps to give a face lift to the shore.

- Government of Tamil Nadu should take necessary steps to renovate kodiyaikarai which were damaged by the recent khaja storm.
- At Rameswaram there is a chance of mixing drainage with drinking water which results spreading of Malaria. There is the shortage of doctors at Rameswaram and the government should take necessary action.
- In order to protect the important coastal tourist spots of TamilNadu from Tsunami attack and storm, the Government should take steps to build bio-walls by planting more strengthen trees and growing mangroves on the seashore.

- The Government should take steps to reduce the tariff of the hotels
- Accommodation facilities should be provided to the coastal tourist places like Pazhaverkadu, Pichavaram, and kodiyaikarai.
- The Government should take immediate steps to accelerate the second phase of the ECR between Cuddalore and Tutukudi.
- The memorial entry fee collected from the foreign tourists should be made nominal or reasonable,
- Tsunami warning system should be installed at coastal areas in Tamil Nadu.
- To attract both Christian and Muslim tourists from abroad, wide publicity is essential for Velanganni Churches and Nagore Dargahs found at the coastal region of Tamil Nadu,
- The government museum should be restored in order to attract the tourists.
- Setting up of bathing facilities in the sea without fear is essential

However, in order to put the coastal tourist places of Tamil Nadu on the global tourism map, more attempts are essential to boost the real image of the places.

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